



اُونِيُوَرْسِيْتِي تِيكْنُوْلُوْجِي مَرَا
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COMPANY ANALYSIS

BRONIS SDN. BHD.

TECHNOLOGY ENTREPRENEURSHIP (ENT600) : CASE STUDY

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In the Name of Allah S.W.T., the Most Gracious and the Most Merciful Lord

Alhamdulillah, our almost gratitude to Allah SWT for His guidance and in giving us strength, courage and with His consent we have the opportunity to complete this case study report in process of completing course work assessment in the subject Technology Entrepreneurship (ENT600).

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Secondly, in the process of finding a company to complete this case study is very challenging as the owner do not really want to cooperate for interviewing. Moreover because of current pandemic of covid-19 that make it harder for me to personally go to find the company. Therefore, I am very grateful to the owner and also business director of BRONIS Sdn. Bhd., Mr. Wan Mohd Afif Bin Wan Nasri for his kindness in helping me during the process of completion for this case study report. Besides, the purpose that I choose BRONIS Sdn. Bhd. as the company for this case study is because I want to know more information about how BRONIS Sdn, Bhd. works by expanding the business from only a small online business to a bigger company and making profit.

Lastly, I would like to thank my family and also my friends that always support and help me to successfully completed this study.

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EXECUTIVE SUMMARY

This case study is carried out to give an idea on how the technology solution is applied in real life company or business based on what students learned about the subjects of technology entrepreneurship. As a student that comes from statistics major, it is a must for every student to gets exposed and learn about the case study for real life situation in business. To fulfil the task given, we had chosen a company that is suitable for this case study which is BRONIS Sdn. Bhd. that sell variety kinds of brownies chips. We got the opportunity to interview the business director of this company and also observe the company process in their business.

Before started with this case study, we had study some facts about food industry as BRONIS Sdn. Bhd. also the business in this kinds of industry which is snack food industry. We also had done some research about article related to the food industry. The information and knowledge we get from the research is very important because we get introduced first about food processing industry before we begin the actual research. Then, we gather the information about the company and business through interview with the business director. The information about the company's background, services, products and also technologies used by the company was gathered. We also learned about their business strategies and thus we get to know their strengths, weaknesses, opportunities and threats through SWOT analysis.

Moreover, we also learned about the company's problem that is become a barriers in bringing the business to grow. The problems faced by the company are consist of lack of technology innovation used while running the business. Then the company need to hire a lot of workers and also has lack of strategy in marketing. Besides, the location of the production house also not strategic as it is next to a busy grocery store that will limit the process of business.

Based on the problems faced by the company, we found a few alternative solutions to solve the problems. Moreover if the problems are solved, it can help the company to improve their business process and also can increase their profits. With innovation products suggested also can get the company to boost their sales and solving their problems. Thus, the details of the technology innovation suggested will be explained more in this case study.